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Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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L. A. AUTO SHOW EXHIBITS VALUED AT $1,250,000

Number of New Models Viewed by Public For First Time

LOS ANGELES, Feb. 28.—The fourteenth annual automobile show, representing more than $1,250,000 worth of automotive exhibits, is well under way here with keen interest manifested by the throngs from the start. The show is being held under the auspices of the Los Angeles Motor Car Dealers' Association.

There are on view 425 passenger cars and trucks, together with tractors, airplanes, motor boats, shop equipment and accessories. One of the six huge tents housing the exposition is devoted to shop equipment and is arousing much interest. Another is given over to accessories, trucks, tractors, commercial cars, planes and motor boats.

The local show is the largest in the history of the industry from the standpoint of space, according to Reeve Gartzmann, chairman of the show committee. He also pointed out that many models are being shown for the first time to the public at this show.

"Each year Los Angeles is recognized more and more as the

(Continued on Page 7)

Murray-Briggs Merger Progresses

Detroit, Feb. 28.—Merger negotiations between the Murray Corporation and Briggs Manufacturing Company have progressed to a point where it is learned on good authority interests controlling 50 per cent. of Murray stock are seeking to obtain consent of minority interest to exchange of stock on a basis of 1⅛ shares of Briggs, plus $4 cash, for one share of Murray.

AT MIAMI. Mr. and Mrs. Roy D. Chapin of Detroit, who are wintering at Miami. Mr. Chapin is chairman of the board of directors of the Hudson Motor Car Company.

(International Newsreel.)

Automotive Products to Feature in Cleveland's Industrial Exposition

By HAROLD G. McCOY
A. D. N. Correspondent

CLEVELAND, Feb. 28.—Products of Cleveland's $250,000,000 automotive industry are to be featured at a great city industrial exposition, similar to the continental city fairs which have made Lyons and Leipzig famous.

The exposition, sponsored by the Cleveland Chamber of Commerce, will be staged August 6 to 28 in the Public Auditorium, annex and intervening open air display space. Millions of dollars' worth of exhibits, covering every product manufactured in Cleveland, are expected to attract tens of thousands of visitors from all parts of the world. The exposition by the city is believed to be unique in American industrial history.

Plans for the exposition were broached Saturday, following a series of four trade expositions held during the last winter at the Public Auditorium.

The exposition will be the largest display ever staged in the country, with the exception of world's fairs. Three hundred thousand square feet of exhibition space will be required. Exhibits from Cleveland and the leading industrial cities of northern Ohio are to be shown.

The city's annual industrial output is valued at $1,500,000,000. One-sixth of the total is automotive products.

GAS DROPS IN NEW YORK

New York, Feb. 28.—The Standard Oil Company of New York has reduced gasoline in New York state 1 cent a gallon, making the new price 21 cents tank wagon.

RUBBER STOCKS GAIN

New York, Feb. 28.—Rubber stocks in London February 26 totaled 58,659 tons, increase of 1,697 last week.

SLIGHT INCREASE IN EXPORTS IN 1926 FROM UNITED STATES, UNITED KINGDOM, GERMANY

By FRANCIS P. DAILY
Washington Correspondent

WASHINGTON, Feb. 28.—The automotive division of the Department of Commerce today announced comparative export figures of the five major countries manufacturing automobiles and trucks covering the January-June periods of 1926 and 1925, showing that shipments last year from the United States, United Kingdom, and Germany slightly increased over the preceding period.

The largest increase for the United States was in shipments of trucks, while the United Kingdom gained largely in chassis sent to the Antipodes.

However, a study of the comparative exports of passenger cars, trucks and chassis from the United States, the United Kingdom, France, Italy and Germany does not reveal any appreciable changes.

In the first six months of the past year the United States shipped a total of 161,479 motor vehicles, not including parts exported for assembly or American makes exported from Canada, an increase of 14 per cent. over the 141,464 units sent abroad in the same period of 1925.

During the same period the United Kingdom exported 14,946, France 35,62, Italy 17,852 and Germany 1,189 motor vehicles of all classes as against 12,778, 37,091, 15,207, and 1,156, respectively, during the first half of 1925.

The German export figures have remained practically stationary for the first half of 1926, showing an increase of but 11 per cent. in passenger cars, and actual decrease of

(Continued on Page 7)

Lolley New Sales Manager N.Y. Branch of Marmon

New York, Feb. 28.—William Lolley, formerly with the Timken Axle and Timken Roller Bearing companies, has been made sales manager of the New York branch of the Marmon Motor Car Company, succeeding Clinton Amorous.

Mr. Amorous, who has been all his business life in the motor car field, has accepted a position as director of wholesale sales for the Aeolian Company, manufacturer of pianos and other musical instruments. The industry, especially the merchandisers in the metropolitan district, will feel the loss of Mr. Amorous. He is not only one of the best liked men in the district but is considered one of the best students of merchandising in his field.

C. Amorous

H. Y. C. C. STEEL SHOWS WEARING QUALITIES

New York, Feb. 28.—The new steel of the Crucible Steel Company of America, known as H. Y. C. C., has been tried out successfully by some prominent automobile manufacturers. This grade is a compound alloy steel designed specially for use in dies. Officials of the company here state that while ordinary steel dies last through the making of about 25,000 stampings, on the average, some H. Y. C. C. dies have turned out approximately 600,000

Plant Produces 250,000th Chevrolet

Janesville, Wis., Feb. 28.—Without ceremony the Janesville plant of the Chevrolet Motor Company drove the 250,000th car, a 1927 cabriolet, off the end of the assembling line Thursday. The quarter of a million mark was reached in four years, the local plant having opened in March, 1923. Average production here is 450 cars per day this month, it is reported by Ellery I. Wright, plant manager.

Enforced Insurance Holds Up Bay State Registrations

By B. E. ESTERS
Boston A. D. N. Correspondent

Boston, Feb. 28.—Compulsory automobile insurance is having the effect of delaying automobile registrations in Massachusetts.

The effect, which was not apparent during the late months of 1926, is clearly the reason for the remarkable discrepancy to be noted in comparisons allowed by the first statement since the law went into affect.

The figures on this statement cover registrations for the entire month of January and also registrations that were secured before the first of the year. These figures show that up to the first of February there had been 34,382 less motor cars registered than during the same period in 1926.

This delay on the part of owners is affecting the state's revenue from fees which, to the first of February, was more than $300,000 below January of last year. Of the decrease in registration 28,785 vehicles are passenger cars and 5,597 commercial vehicles. A large part of the commercial vehicles and many of the passenger cars are owned in rural districts.

CLOSING TIME FOR ADVERTISING
copy 9 a. m. two days preceding publication date.

Big Drop in Excise Taxes On Sale of Automobiles

Special from A. D. N. Washington Bureau

Washington, Feb. 28.—Collections of excise taxes during January on the sale of automobiles and motorcycles amounted to $2,661,866, as compared with $9,402,816 in January, 1925, the latter having been levied before the rate was cut from 5 to 3 per cent., or a decrease to the government of $6,740,950.

This does not take into account the loss in taxes on trucks amounting to $542,672, and that on tires, parts and accessories totaling $1,525,577, which was paid in January, 1926, and which was eliminated under the new revenue act of last March.

Collections on automobiles and motorcycles for the first seven months of the fiscal year 1926 amounted to $39,868,129, as compared with $70,822,145 for the same period of the fiscal year 1925.

New York Association Calls Meeting to Oppose Gas Tax

ALBANY, N. Y., Feb. 28.—Emphasis was given today to the New York State Automobile Association's fight against a gas tax by a call from headquarters at Albany asking ninety automobile clubs throughout the state to send representatives to the Mastick committee hearing at Albany March 3.

"The effort to impose a gas tax on the motorist at this time is not an honest effort to raise more money for road building, but only an attempt on the part of the Legislature to make up a deficiency of about $14,000,000 which it is estimated will exist if certain legislation now before the Legislature is passed.

"We are opposed to the Legislature's putting a 2 cent gas tax on top of all other taxes now paid by the motorist in order to pass bills which the motorist has no interest in whatsoever," says President H. A. Meldrum of Buffalo.

"Representatives of rural and upstate communities are trying to pass a gas tax bill which will return one-third or more of the proceeds to the counties, on the theory that by so doing they will decrease the amount of present tax on local real estate, and at the same time increase the amount of money available to the counties for county road building.

"Even though a bill providing a one-third return to the counties were passed, owners of real estate within the counties would probably be out of pocket, because the amount of gas tax they would pay would probably amount to nearly as much, if not more, money than would revert to the counties from the gas tax.

"The motorist is already paying government taxes passed on to him by the manufacturer. On top of that he pays state license and registration fees. To add a third form of taxation would increase his burden unjustly and make him liable to increased taxation in the future. If we submit to a tax in addition to our present motor vehicle fees, we will have no guarantee that future Legislatures will not increase both the gas tax and the license fees in order to raise more money another year.

"Out of thirty-five states that have had the gas tax four years or more, all but three have increased the amount of original tax decided upon. We are talking about a 2-cent gas tax for New York, but we must realize that a 2-cent tax this year means possibly a 3-cent, 4-cent or 5-cent tax two or three years from now. Only twenty-three states out of forty-five have as low a gas tax as 2 cents, and the tax in the rest of the states ranges from 2½ cents to 5 cents.

"Also, we must keep in mind that the gas tax places the heaviest burden on the poor and needy. We estimate a 2-cent tax will cost the average Ford owner from $5 to $10 a year, and that it will cost the average driver of a car costing six or eight times as much only about $10 to $20 a year. There can be no equity in this kind of a tax."

BRITISH MAKERS GET INCREASED ORDERS FOR CARS

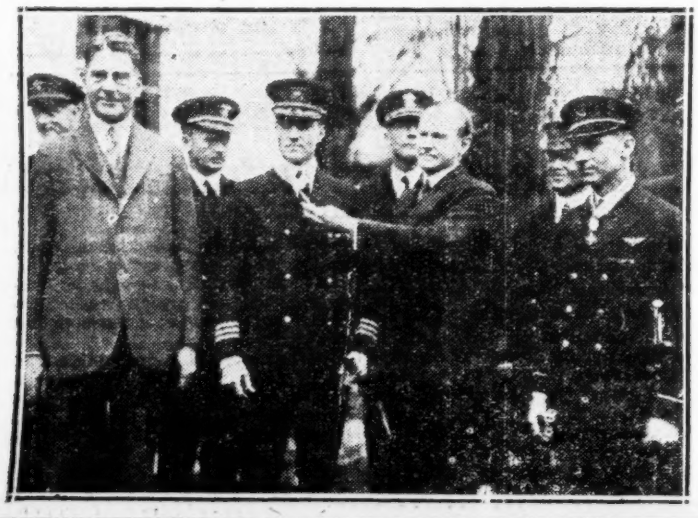
DETROIT, Feb. 28.—England's motor car and commercial vehicle manufacturers are receiving increased orders from both domestic and export markets, according to a cable from the commercial attache in London to the Bureau of Foreign and Domestic Commerce.

Reports from the principal manufacturing centers in the United Kingdom indicate steady decrease in unemployment in the motor trades as manufacturing programs expand. Popular makes of American cars have sold well and noticeable improvement is reported compared with a year ago. Record retail sales are reported for January, which is usually a quiet month in the motor business. Upward trend of sales is expected to continue during the first half of the year.

An idea of America's leadership in the motor vehicle export market may be had from the following examples: January imports into Argentina of passenger cars were: American, 3,217; European, 197; trucks, American, 638; European, 75. December imports of automobiles into New Zealand were: United Kingdom, 157; United States, 912; Canada, 556; France, 16; Italy, 16; Australia, 3; Germany, 1.

The Hungarian government has drafted a bill for introduction of a national tax on automobiles to replace the varying taxes now levied independently by the provinces. Revenues from the tax are to be devoted to road building. Proposed rates have called forth vigorous protests it is possible that the rates dealers and manufacturers, as well as the Hungarian Royal Automobile Club, and in view of these protests it is possible that the rates may be reduced before adoption of the bill.

THE CONGRESSIONAL MEDAL OF HONOR, the highest award of the United States government, was presented by President Coolidge to Commander Richard Byrd and Pilot Floyd Bennett this week for their history-making circuit of the North Pole by airplane. Left to right, they are Secretary of the Navy Wilbur, Commander Byrd, President Coolidge and Floyd Bennett.



SPARKS from DETROIT

Essay Contest

* * *

Cady B. Durham

* * *

Spring Is Near

* * *

Fuels

Walter Boynton—Detroit Editor

LESLIE GILLETTE has left Detroit to become Eastern advertising representative of the United States Advertising Corporation. He had been here about five years, writing technical articles on automotive topics for the Chilton-Class Journal Company. He was well liked, for he has knowledge of a high order in his field. He is a graduate of one of the great English universities, and thoroughly in earnest in all that he does.

During the World War Leslie was a British aviator, and he has retained a lively interest in aviation. Incidentally, he drives a Rickenbacker car, fitted with almost every conceivable gadget for measuring things like altitude, air pressure, wind resistance, wing spread, ceiling, and so on. Driving with him was almost like getting into a machine shop, except that it was a lot quieter.

As a diagnostician of car trouble, Leslie Gillette was almost in a class by himself. He has an acute ear and long experience has made him capable of locating and remedying trouble, and a manner that is practically uncanny. Good wishes go with him in his present job.

* * *

Some one in the Detroit branch of Willys-Overland, Inc., conceived the idea of starting a contest among school children for the best essay on George Washington. The idea went with a whoop. One dealer reported that his showrooms were invaded by the little ones, who climbed on a Whippet until there were thirty-six of them by actual count who had to be picked off from various portions of the car's anatomy, while another one registered a complaint that when the horde had vanished from the premises they looked as if the Goths had just completed the fortieth sack of Rome.

But the contest was a great success, locally. The little ones turned in something over 3,000 essays, and those of us who had the pleasure of reading some of the more striking among them learned a great deal about the Father of his Country that must disturb him in his tomb.

* * *

Cady B. Durham, out at Buick, the man responsible for the present system of Buick manufacture, and the vice-president and general manager of the company, is a real individual. Of English descent, he has bulldog tenacity on an idea and has a way of making light of difficulties that rather disconcerts the men on his plant engineering staff. He treats everybody alike, from the boss to the office boy, and they all like it, equally well.

Incidentally, Mr. Durham is considerably like that son of Nimshi, one Mr. Jehu, who, the Bible tells us, "driveth furiously." When Cady B. wants to get anywhere, he just naturally gets up and gets. One of the newspaper crowd at the plant the other day wanted to get back to Detroit in a hurry and learned that Mr. Durham was driving that way. So the newspaper man suggested that he should go with him into the city. Mr. Durham was delighted; but there was something ominous in the way that some of the other executives shook hands with my colleague and said "good-by" and not "au revoir." As a matter of fact, Mr. Durham never has an accident; he is always out of the way when the accident gets around to happening. Somehow, they always take place behind him.

* * *

Spring is just around the corner, folks, for the Detroit Automobile Club is already recruiting the army to invade Indianapolis Decoration Day, when the brick oval does its year's work. As usual, the club will run a special train, leaving Detroit May 29, bringing the survivors of the trip back to Detroit and to work, if they are able, Tuesday morning. The train is ordinarily pretty well filled.

* * *

The new French motor fuel, invented by Paul Dumanoir, possesses several unusual characteristics, according to report. One is that it lacks the inflammable quality of gasoline. It burns at 85 degrees F., and it is said that lighted matches dropped into an open receptacle containing the fuel are promptly extinguished. It rejoices in the name of "white spirit," which rather suggests a North American Indian origin, and it is positively no relation whatever to "white mule."

Speaking of fuels, inflammable and non-inflammable, **a Detroit** man recently got a cigarette lighter for a **gift and asked the donor** what to **put in it. The giver suggested Energine.** The donee was a little hazy about Energine, but he remembered that it was a cleaning fluid. So he strolled into a drug store and asked the clerk for a bottle of cleaning fluid. And the clerk gave him Carbona!

* * *

After two months' operation, the four tow wagons now operated by the Police Department in Detroit have paid for themselves in full, to say nothing of having had a salutary effect in improving parking conditions. One day's yield in fines for illegal parking netted $480, and 6,257 automobiles were hauled away by the tow cars.

Business is reported very bad at the Detroit automobile pound, where less than $25 has been paid by owners for storage. The new ordinance authorizes a charge of $1 **per night for entertaining a car, but the citizens are not taking advantage of this rate.**

AKRON SHOW IS HUGE SUCCESS

Dealer Company Elated Over Attendance And Sales

Akron, O., Feb. 28.—Although the final and careful checkup on Akron's thirteenth annual Automobile Show has not as yet been made, preliminary reports of Harry F. Bennett, secretary-manager of the Auto Dealers' Association, show that this year's show was highly successful from every standpoint.

Total attendance is estimated at 75,000 for the show period, over 20,000 people seeing the exhibit on opening day alone. Paid admissions exceed the total of last year by 5 per cent., Bennett states, and a fine net profit will be shown for the Auto Dealers Association when all expenses have been paid.

H. F. Bennett

Sales this year exceeded the record figures of last year by a good margin, every dealer reporting a nice increase. The first car sold was one of the new Essex coaches, and on opening day alone the J. Grant Hyde Company, Hudson-Essex dealer, sold twenty-two cars, most of which were the Essex, and delivered a large part of them on the same day.

The show was held in the basement of the great B. F. Goodrich warehouse through the courtesy of this concern, and a wonderful setting was made for the many cars by carefully harmonized blue and gold decorations.

Twenty-eight dealers, representing twenty-five different cars, had over 200 models on the floor, and a thorough check with individual dealers shows that sales were the greatest in the history of the auto show here.

A short summary of Bennett's proposed report shows the institution of two new bulletin services for members, a golf and bowling tournament, with sixteen dealer teams entered; the establishment of the Windsor Plan on used cars; an annual picnic attended by nearly 200 persons and the permanent organization of service managers for exchange of information and methods.

Earle Richardson of the Richardson Motors Company, Chrysler distributor, has been president of the Auto Dealers' Association for the past two years; A. O. Wood, Nash leader, has been vice-president for the same period; L. Lyman, Willys-Overland dealer, secretary, and Mr. McClure, Dodge distributor, treasurer for two terms also. Under the leadership of these men and Bennett, the organization has prospered and grown steadily, so that now it is in a particularly strong and stable condition.

BUICK STARTS NATION-WIDE GOLD SEAL USED CAR PLAN

By M. W. GOTTHELF
A. D. N. Correspondent

FLINT, MICH., Feb. 28.—After planning for a year and a half to remove the element of chance in the purchase of used cars, the Buick Motor Company has perfected a "Gold Seal Used Car Plan" that will go into effect throughout the country tomorrow.

The plan, a merchandising one, is for the purpose of taking the guess-work out of used cars, and enables the purchaser to buy a "Gold Seal" used Buick with a ninety-day guarantee under the same conditions that a new Buick is purchased.

The plan, which is fully protected by copyright and patent laws, will be offered by all Buick branches and distributor points tomorrow, and later by dealers who, after investigation, can show that they have the facilities to become licensed "Gold Seal" dealers, and who will conform to the requirements set forth by the company. These requirements demand that the dealer have the necessary equipment to put a used car in condition to warrant it being classed as a "Gold Seal" used Buick.

Regulations governing the plan are as follows:—

"1. The dealer (licensee) agrees to personally guarantee such used Buicks as are sold by him under the Buick Gold Seal Used Car Plan. Such personal guarantee or warranty shall contain such terms and conditions as will give the purchaser of a Gold Seal Buick the same protection as is given the purchaser of a new Buick car under the warranty of the Buick Motor Company on new Buick cars. The dealer further agrees that he will not offer for sale as a Gold Seal Buick any used car other than a Buick used car having such personal guarantee or warranty.

2. The dealer agrees that he will not in any manner represent that the personal guarantee or warranty made is made by or on behalf of the Buick Motor Company, nor attempt in any manner to create an impression in the mind of any purchaser of a Gold Seal Buick that said warranty is other than his personal guarantee or warranty.

3. The dealer is authorized upon his appointment as a Gold Seal licensee to affix to the windshield of each Buick used car fulfilling the qualifications specified in the two preceding paragraphs a Buick Gold Seal, such seals to be provided by the company. The dealer also agrees to immediately report to his branch manager or distributor the engine number and frame number on each used car on which he affixes a Buick Gold Seal.

4. The dealer will give to the purchaser of every God Seal Buick the same service guarantee given by such dealer on new Buick cars.

5. The dealer agrees to use only such advertising material in connection with the said plan as is authorized or provided by the Buick Motor Company, such advertising material to include advertisements, booklets, posters, letters, publicity articles, literature, etc."

Before a dealer is licensed, his application will have to be approved by the branch manager or distributor and then by the district sales manager. After a dealer is licensed the Buick company will guarantee that the dealer live up to the regulations.

The dealers' guarantee sets forth these facts:—

1. Our guarantee on Gold Seal Buicks is the same as the factory guarantee on new Buicks.

2. Exactly the same service as on new Buicks.

3. Only Buick cars conforming to exceptional standards of fitness are selected to carry the Buick Gold Seal.

4. Only genuine Buick parts are used in replacements.

5. Gold Seal Buicks must pass a thorough inspection and rigid tests.

6. Cars will be taken in trade on a Gold Seal Buick.

7. G. M. A. C. time payment plan provided.

8. Every Gold Seal Buick is registered.

Seattle Firm Uses Air Mail On Factory Orders

Seattle, Wash., Feb. 28.—Orders have been issued by A. S. Eldridge of the Eldridge-Buick Motor Company, instructing all departments to use air mail only on all letters going East. Mr. Eldridge is president of the Seattle chapter of the American Aeronautics Association.

In speaking of the additional advantage of an actual time gain, even over a telegram, when an order is sent to Detroit in code, J. G. Fenton, of the sales department, said:—

"In many cases air mail will really save two days for us on code orders, for after the wire gets to the factory, along with many others from all over the country, it must be decoded, often delaying the filling of the order until the following day. Small parcels are ordered to be sent by air mail, also. By air mail we can fully place the order, in plain language."

OLDSMOBILE DEALERS HAVE BIG DAY IN K. C.

Kansas City, Mo., Feb. 28.—More than 150 Oldsmobile dealers from Oklahoma, Kansas and Missouri attended the sessions on "Oldsmobile Day" held here during show week.

H. H. Mundy, local branch manager, opened the meeting and was followed on the program by D. S. Eddins, vice-president and general sales manager of Olds Motor Works, who presided at the afternoon session and the banquet in the evening. Other officials from the Olds Company were: Don Prentiss, manager sales promotion; R. M. Hatfield, manager parts and service; T. H. Stambaugh, service promotion manager, and J. T. Collins of Mr. Eddins' personal staff. At the banquet the dealers enjoyed an interesting talk by Mr. Eddins.

LEBANON HARDWARE CO. OBSERVES ANNIVERSARY

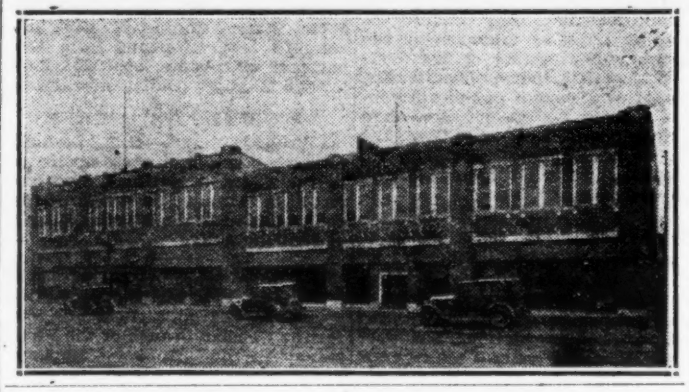
Lebanon, Ind., Feb. 28.—The Lebanon Hardware Company, one of the largest Chevrolet distributors in the state of Indiana, last week celebrated its twenty-fifth anniversary in the merchandising field, nineteen years of which have been devoted to automobile sales.

During the week the company displayed a 1912 Flanders touring car which was sold in June of that year for $800. This car was recently traded in on a new Chevrolet at $652, indicating the strides that have taken place in the automotive industry in the last few years with the remarkable value and buying power of the automobile dollar.

PLAN SALES CONTESTS

Hartford, Conn., Feb. 28.—A series of committees are to be appointed by the out-of-town dealers who make up the A. C. Hine Company's sales organization, and prizes are to be awarded in each division and frequent sales contests staged throughout the year, according to Carl R. Lane, wholesale manager of the company.

RETAIL BUICK BRANCH. This new and used car plant in Flint, Mich., is the most complete and modern building of its kind in the state. Buick is holding its annual show and display of Gold Seal Buicks here under the Gold Seal Used Car plan, which went into effect nationally today. The used car division was recently completed and opened for inspection.



SHOCK-LESS CHASSIS OF ELCAR APPROVED

Elkhart, Ind., Feb. 28.—The widespread approval won by the new Elcar "shock-less chassis" at the national shows, as well as many other exhibits throughout the country, clearly indicates that the public is interested in and ready for the new mode in transportation created by this latest comfort development.

In hundreds of demonstrations Elcar dealers found that interest in the "shock-less chassis" overshadowed that displayed in any other feature of the newest Elcars, despite the fact that the new Elcar light eight was an innovation of striking appearance and a notable value.

FIRM CHANGES HANDS

San Antonio, Tex., Feb. 28 (U. T. P. S.).—O. A. Wilson, member of the firm of Browne & Wilson Automobile Company here for several years, has sold his interest to S. T. Browne and has associated himself with the Guaranty Motor Company as sales manager. The Guaranty is distributing Chryslers in the San Antonio territory. S. T. Browne is again a Hudson-Essex dealer under the name of the Browne Motor Car Company. He is located now at North Alamo and 3d Streets.

PRESIDENT OF HUPP ON WESTERN TOUR

Tacoma, Wash., Feb. 28.—Additional realignment of motor car manufacturing companies is predicted by Dubois Young, president of the Hupp Motor Car Corporation, as one of the outstanding features of the automobile industry for 1927.

Young, with Frederick Dickinson, advertising and assistant sales manager of the company, arrived in Tacoma Thursday to discuss 1927 Hupmobile policies with A. M. Ferguson, Tacoma and southwest Washington Hupmobile distributor. Young predicted that 1927 will be a year of keen competition in the automotive industry and that the public will reap the benefit of this competition.

Marmon Officials Go West to Plan Year's Shipments

Indianapolis, Feb. 28.—Two officials of the Marmon Motor Car Company, Homer McKee, vice-president, and H. H. Brooks, general sales director, left Indianapolis yesterday for the Pacific Coast, where they will appear before meetings of Marmon sales representatives in California, Oregon and Washington. Both men are also scheduled to address several civic clubs in Coast cities.

Their first stop will be Los Angeles, where the Pelton Motor Company, Marmon distributor for southern California, has arranged dealer meetings during the Los Angeles Automobile Show. Other cities to be visited by the Marmon officials include San Francisco, Portland, Seattle, Denver and Vancouver.

Prior to his departure Sales Director Brooks announced that the primary object of his trip was to arrange for expediting shipments of both large and small Marmons to the Western distributors.

CHICAGO SALESMEN WIN PAIGE CONTEST AWARDS

Chicago, Feb. 28.—Chicago salesmen did well in the national sales contest conducted by the Paige-Detroit Motor Company, which recently announced the winner for the December period, the contest being a monthly event. For high record of Paige sales, surpassing the marks of contestants in the larger cities, awards were made to F. R. Harris, T. P. Keup, A. E. Bird, J. J. Durkin and E. F. Moody of the Bird-Sykes Company; H. C. Siegan of the Demos Auto Sales, and R. Weidenmaan of the Locht Brothers' Auto Sales Company.

ROAD PROGRAM

Enid, Okla., Feb. 28.—Garfield county, Oklahoma, will soon begin the paving of 115 miles of roads, linking together the systems of the county. Fifty-four miles will be gravel type roads and sixty-one miles concrete.

for Economical Transportation

CHEVROLET

Never before has a motor car been greeted with such wildfire enthusiasm as the new Chevrolet—with Chevrolet dealers everywhere enjoying unparalleled profits.

During the latter part of 1926 the Chevrolet Motor Company spent in excess of $10,000,000 in plant expansion—materially increasing the capacity of the twelve great Chevrolet factories.

Yet the demand for the new Chevrolet has kept every plant running at capacity since January 1st—with full production already scheduled for March and April.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors Corporation

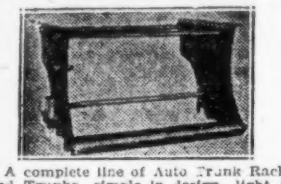
QUALITY AT LOW COST

Personal Items

BARR WITH REO DEALER

Chicago, Feb. 28.—Frank Barr, formerly associated with the Chicago branch of the Locomobile Company, has just been appointed sales manager of Unity Auto Sales, Inc., 3002 Lawrence Ave. Eugene Malloy is president of the company, which deals in Reo automobiles and Speed Wagons.

THE RACK THAT STAYS PUT



A complete line of Auto Trunk Racks and Trunks, simple in design, light in weight, yet durable and rugged.

Easily installed in 30 minutes. Tire carrier attached on rear. Only tool necessary is a wrench. The best auto luggage equipment on the market in quality and price.

The BRADLEY MOTOR PRODUCTS CO.
FOSTORIA, OHIO

CLAPP LEAVES GUILFORD

Greensboro, N. C., Feb. 28.—R. M. Clapp, one of the pioneer automobile men here, has resigned his position as sales manager of the Franklin department of the Guilford Motor Company, this city. Mr. Clapp, who started in the automobile business for himself more than sixteen years ago, organized the Guilford company. He has not decided as yet what line of business he will enter.

ROBINSON IN NEW POST

St. Petersburg, Fla., Feb. 28.—V. D. L. Robinson, who for many years was connected with the headquarters staff of the American Automobile Association, has just been appointed general manager of the Florida State Automobile Association. He took up his new duties recently at Orlando.

HENDRICKS PROMOTED

Indianapolis, Feb. 28.—Jack Hendricks, Jr., of the Indianapolis sales branch of the Marmon Motor Car Company, has been promoted to director of sales of the entire division devoted to the series 75, large Marmon car, and the new little Marmon division, of the local branch.

WILLIAMS IN NEW FIELD

Boston, Feb. 28.—C. D. Williams, for some years associated with the automobile business as sales manager for the C. E. Fay Company, and more recently with the Hinchcliffe Motor Company, has announced his retirement from the business to become local distributor for Maytag washing machines.

MITCHELL NOW BANKER

Chicago, Feb. 28.—Q. T. Mitchell, formerly Lexington car distributor in the Chicago territory, has entered the banking business. He is connected with the National Bank of the Republic.

FITZGERALD RETURNS

Chicago, Feb. 28.—William Fitzgerald, in charge of fleet business for the Chicago branch of the Firestone Tire and Rubber Company, has just returned from a business trip in the East.

MOREHEAD MARRIED

Akron, O., Feb. 28.—Word has just been received that B. M. Morehead, construction engineer of the new Sydney plant of the Goodyear Tire and Rubber Company in Australia, was married en route to that country, in the Hawaiian Islands.

Improvements

NEW BUICK HOME

Sacramento, Cal., Feb. 28.—The formal opening of the new home of S. J. McDonogh, Inc., Buick dealer, at 1301 K St., was attended by several thousand persons. A feature of the new building is a chassis display room. The salesroom, general offices, parts department and light service department are on the first floor, while the second and third floors are used for heavier repair work and storage of new and used cars. S. J. McDonogh is head of the firm, J. K. Flynn is general manager, and Gus Renstrom used car manager.

FORD DEALER TO BUILD

DeWitt, Ark., Feb. 28.—A new building, 50x70 feet, is to be erected here by the Chaney Motor Company at Adams and 2d Streets immediately. This is a Ford dealership.

$25,000 CHEVROLET HOME

Montesano, Wash., Feb. 28.—Construction of a $25,000 building for the Ashby Chevrolet Company, Pioneer Avenue and 4th Street, here, has begun. The building, to be finished within ninety days, will be 100 feet square and of Spanish design. The main show room will be 33x38 feet. To the right will be the accessory, parts, battery and tire departments. The offices will face the main entrance.

TIRE ECONOMY

THE DAYTON STEEL WHEEL protects the tire from the destructive heat of the road. The hollow-arched construction of the DAYTON absorbs and radiates heat away from the tire. Brake drums and tires are always properly ventilated and never overheat. DAYTONS are true-round, always. Tires cannot creep on the rim.

Specify DAYTONS

THE DAYTON STEEL FOUNDRY CO.
DAYTON, OHIO

Dayton
The Mark of a Good Wheel

CURRENT PRICES OF PASSENGER CAR MODELS

AUBURN—6-66. 120 W. B.
4 Roadster ...1,095|5 Sedan 1,295
5 Spt. Sedan..1,195|5 Wanderer ...1,345

AUBURN—8-77. 125 W. B.
4 Roadster ...1,395|5 Sedan 1,695
5 Spt. Sedan..1,495|5 Wanderer ...1,745

AUBURN—8-88. 130 W. B.
4 Roadster ...1,995|5 Wanderer ...2,245
6 Spt. Sedan..2,095|7 Sedan 2,595
5 Sedan .....2,195|

BUICK—6-cyl. Series 115. 115 W. B.
4 Roadster ...1,195|4 Coupe 1,275
2 Coupe .....1,195|4 C. C. Coupe.1,275
5 Sedan .....1,195|5 Sedan 1,295
6 Spt. Touring.1,225|5 Brougham ...1,375

BUICK—6-cyl. Series 120. 120 W. B.
5 Sedan .....1,395|5 Sedan 1,495
4 Coupe .....1,465|

BUICK—6-cyl. Series 128. 128 W. B.
4 Roadster ...1,495|4 Con. Coupe .1,925
5 Spt. Touring.1,525|5 Broug. Sedan.1,925
4 C. Club ....1,765|7 Sedan 1,995
5 Coupe .....1,850|

CADILLAC—Standard. 132 W. B.
5 Brougham ..2,995|2 Coupe 3,450
2 Coupe .....3,100|2 Spt. Coupe...3,500
5 Victoria ....3,195|7 Imperial 3,535
5 Sedan .....3,250|Sport Sedan ...3,650
7 Sedan .....3,400|

CADILLAC—8-cyl. Custom. 138 W. B.
Roadster .....3,350|4 Spt. Phaeton.3,975
2 Road(132WB)3,350|6 Sedan 3,995
5 Phaeton ....3,450|7 Suburban 4,125
7 Touring ....3,450|7 Imperial 4,350
5 Coupe .....3,855|

CASE—Model J. I. C. 122 W. B.
5 Touring ....1,835|5 Brougham ...2,590
5 Sedan .....2,590|

CASE—Model Y. 132 W. B.
7 Touring ....2,225|7 Sedan 2,975

CHANDLER—Standard Six
5 Touring .....945|3 De L. Coupe..1,125
5 Sedan .....995|5 De L. Sedan.1,135
5 De L. Tour..1,005|3 Roadster 1,135
3 Coupe .....1,035|

CHANDLER—Special Six
5 Touring ....1,145|5 Spt. Touring.1,295
3 Coupe .....1,195|5 Sedan 1,295
3 De L. Coupe.1,285|

CHANDLER—"Big Six"
5 Sedan .....1,495|7 Touring 1,695
5 Touring ....1,545|3 Com. Road...1,695
5 Met. Sedan..1,595|5 M. Sed. De L.1,695
4 Coupe .....1,675|7 De L. Sedan.1,895

CHANDLER—"Royal Eight"
5 Touring ....2,050|3 Roadster 2,195
7 Touring ....2,195|6 Sedan 2,195
4 Coupe .....2,195|7 De L. Sedan..2,295

CHEVROLET—Superior. 103 W. B.
2 Roadster .....525|5 Sedan 695
5 Touring .....525|Spt. Cabriolet...715
2 Coupe .....625|5 Laudaulet 745
5 Coach .....595|

CHRYSLER—1-cyl. 50
2 Coupe .....750|4 Roadster 795
2 Roadster .....750|5 Sedan 830
5 Touring .....750|5 Landau 885
5 Coach .....780|

CHRYSLER—6-cyl. 60
5 Phaeton .....1,075|Coach 1,145
2 Roadster ....1,145|4 Roadster 1,175
2 Coupe .....1,125|Sedan 1,245

CHRYSLER—6-cyl. 70
5 Phaeton .....1,395|4 Royal Coupe..1,545
6 Spt. Phaeton.1,495|6 Royal Sedan..1,595
4 Roadster ....1,495|5 Cabriolet 1,745
5 Brougham ..1,625|5 Crown Sedan.1,795

CHRYSLER—6-cyl. 80
5 Phaeton .....2,495|7 Sedan 3,195
2 Roadster ....2,595|Landaulet 3,295
4 Coupe .....3,095|7 Sedan 3,295
5 Spt. Phaeton.2,595|Cabriolet 3,495
7 Coupe .....2,895|7 Sedan Lim...3,595
5 Sedan .....3,195|Town car.....5,495

CUNNINGHAM——8-cyl. 132 W. B.
4 Touring .....6,150|2 Coupe 7,600
2 Roadster ....6,150|

CUNNINGHAM——8-cyl. 142 W. B.
7 Touring ....6,650|6 Limousine ...8,100

DAVIS——6-cyl Model 9127. 109 W. B.
4 Roadster ....1,245|5 Sedan 1,285
3 Coupe .....1,285|5 Touring 1,285

DAVIS—6-cyl. Model 92-27. 115 W. B.
5 Phaeton ....1,395|5 Sedan 1,595
4 Touring ....1,495|4 Coupe 1,695
4 Roadster ...1,495|5 Imp. Sedan..1,795

DIANA—8-cyl. 125½ W. B.
5 Brougham ..1,995|7 Sedan 2,695
4 Cabriolet ...2,095|Berlin Sedan...2,895
4 dr. DeL. Sed.2,195|

DODGE BROS.—4-cyl. 116 W. B.
5 Touring .....795|Spec. Coupe B...895
2 Roadster .....795|5 Sedan B.....896
5 Spec. Touring.845|Sport Roadster...945
2 Spe. Roadster.845|5 Spe. Sedan B..945
2 Coupe .....845|5 DeL Sedan...1,075
5 Spt. Touring..880|

DU PONT—6-cyl. 125 W. B.
4 Roadster ...2,800|4 Coupe 3,200
4 Phaeton .....2,8005 Sedan 3,400
4 Spt. Phaeton.2,950|5 C. C. Sedan..3,750

ELCAR—6-70. 117 W. B.
4 Brougham ..1,295|4 Landaulet ...1,475
5 Sedan .....1,395|

ELCAR—8-82. 123 W. B.
5 Brougham ..1,595|5 Landaulet ...1,870
5 Sedan .....1,790|

ELCAR—8-90.
5 Brougham ..2,195|5 Sedan 2,465
4 Landaulet ..2,295|7 Sedan 2,765

ERSKINE—6-cyl. 107 W. B.
Tourer .....945|Custom Coupe....985
Business Coupe..935|Custom Sedan....975

ESSEX—110½ W. B.
2 S-S. Speedab't.700|4 S-S. Speedster..785
5 Coach .....735|5 S-S. Sedan.....795
2 S-S. Coupe ...735|

FLINT JUNIOR—L-18. 110 W. B.
5 Coach .....960|5 De L. Coach.1,075

FLINT—6-cyl. Model B-60. 115 W. B.
5 Touring ....1,260|Roadster Coupe.1,495
4 Roadster ...1,360|5 Sedan 1,495
5 Brougham ..1,450|4 Spt. Roadstr..1,495

FLINT—6-cyl. Model E-80. 120 W. B.
5 Touring ....1,450|4 Coupe 1,850
4 Roadster... 1,645|5 Sedan..... 1,925
5 Sport Tour.. 1,645|7 Sedan..... 2,125

FORD—4-cyl. Model T. 100 W. B.
2 Roadster..... 360|Tudor Sedan.... 495
5 Touring..... 380|Fordor Sedan... 545
Coupe ..... 485|

FRANKLIN—6-cyl. Model 11B. 119 W. B.
3 Coupe..... 2,490| Oxford Sedan..2,815
5 Rum. Coupe 2,565|Sedan Aux. Sts 2,840
5 Touring..... 2,635|4 Sport Sedan. 2,910
2 Roadster..... 2,690|7 F-D Limous. 2,940
4 Victoria..... 2,740|4-Tand. Sport. 3,150
5 Sedan..... 2,790|7 Cabriolet.... 4,400

GARDNER—6-cyl. 118 W. B.
5 A. C. Ph'tn 1,395|Imp. Sedan... 1,695
4 Roadster.... 1,395|Vic. Brougham 1,695
5 Brougham.. 1,645|Land. Rdstr... 1,695

GARDNER—Series 80. 122 W. B.
3- 5Roadster. 1,395|4 S. Coupe... 1,695
5 Sedan..... 1,695|

GARDNER—Series 80. De Luxe.
3-5 Roadster .1,395|4 S. Coupe.... 1,795
5 Sedan..... 1,795|

GARDNER—Series 90. 130 W. B.
3-5 Roadster.. 1,995|5 Victoria.... 2,295
5 Sedan..... 2,295|5 Brougham.. 2,295

HUDSON—127⅞ W. B.
Coach..... 1,285|5 Sedan..... 1,750
Sedan..... 1,385|7 Sedan..... 1,850
Brougham..... 1,575|

HUPMOBILE—6-cyl. 114 W. B.
5 Touring.... 1,325|5 Sedan..... 1,385
4 Coupe..... 1,385|5 Brougham... 1,385
4 Roadster.... 1,385|

HUPMOBILE—8-cyl. Model E. 125 W. B.
5 Touring.... 1,945|5 Sedan..... 2,345
2 Coupe..... 2,345|5 Victoria.... 2,345
4 Roadster ...2,045|5 Berline..... 2,445
7 Touring.... 2,045|7 Sedan..... 2,495
5 2-dr.Brn.... 2,245|7 Limousine... 2,595

JORDAN—8-cyl. 116 W. B.
4 P. B. Rdstr..1,545|5 Sedan 1,695
4 Victoria ....1,695|

JORDAN—8-cyl. 125½ W. B.
4 Victoria.... 2,495|5 Sedan..... 2,495

KISSEL—6-55. 124 W. B.
5 Phaeton ....1,685|4 Speedster ...1,895
2-Dr. Broug'm 1,695|4 Tourster 1,895
7 Touring ....1,785|5-B. S. Speedsr.2,095
2-Dr. Bro. (S.).1,795|7 New Sedan .2,295
5 Pass. Sedan.1,895|5 Brougham ...2,295
Coupe Roadsr..1,895|

KISSEL—8-65. 125 W. B.
6 Phaeton ....1,885|4 Coupe Road..2,095
2 Brougham ..1,895|4 Speedster ...2,095
7 Touring ....1,985|5 B. S. Speed..2,295
5 Broug (Spe.).1,995|A. Y. Broug...2,495
4 Tourster ....2,095|7 Sedan 2,495
4 Br. Sedan...2,095|

KISSEL—8-75. 131 W. B.
5 Phaeton ....2,185|4 C. Roadster .2,395
5 Brougham ..2,195|4 Speedster ...2,395
7 Touring ....2,285|5 B. S. Speed .2,595
5 Broug. Spe..2,295|A. Y. Broug...2,795
4 Tourster ....2,395|7 Pass. Sedan..2,795
5 Br. Sedan ..2,395|

LINCOLN—8-cyl. 136 W. B.
2 Roadster ...4,700|4 Sedan 5,000
4 Spt. Phaeton.4,700|5 Sedan 5,100
7 Spt. Touring.4,700|7 Sedan 5,300
2 Club Road..4,700|7 Limousine .. 5,500
4 Coupe .....4,800|

LOCOMOBILE—8-66. 124 W. B.
Touring .....1 785|Brougham 1,895
Sedan .....1,895|4 Roadster 2,150
Roadster .....1,895|De L. Broug...2,655

LOCOMOBILE—8-80
5 Sedan .....2,850|De L. Sedan...3,065

LOCOMOBILE—6-cyl. "90" 138 W. B.
4 Sportiff ....5,500|5 Sedan 7,450
4 Roadster ...5,925|5 Brougham ...7,500
4 Vic. Coupe .6,950|7 E. D. Lim ..7,500
5 Vic. Sedan .7,300|7 Non Coll Cab.7,500

M'FARLAN—8-cyl. 131 W. B.
6 Touring ....2,650|4 Coupe 3,180
7 Touring ....2,750|5 Coach Brom..3,180
4 Roadster ...5,925|5 Sub Sedan...3,180
5 Sedan .....3,180|7 Sedan 3,280

McFARLAN—6-cyl. "T. V." 140 W. B.
4 Spt. Touring.5,600|2 Coupe 6,780
7 Touring ....5,700|7 Tour. Sedan..6,810
4 Roadster ...5,800|7 Suburban 6,920
6 Sedan .....6,720|7 Limousine ...7,170
7 Tour. Sedan.6,720|7 Town Car....9,000
5 Brougham ..6,780|

MARMON—8-cyl. 116. W. B.
2-Dr. Sedan...1,795|2 Coupe 1,895
4-Dr. Sedan...1,895|Col. C. Roadstr.1,895
2 Speedster ...1,895|4 Speedster ...1,965

LITTLE MARMON—8-cyl. Custom
3 Win. Sedan..2,595|Victoria Coupe.2,595
2 Win. Sedan..2,595|Town Cabriolet.3,125

MARMON—6-cyl. "75" 136 W. B.
5 Town Coupe.3,195|2 Coupe Road..3,565
2 Speedster ...3,485|6 Stan. Sedan..3,565
4 Speedster ...3,485|7 Cust. Speed..3,565
5 Phaeton ....3,485|7 Stan. Sedan..3,640
4 Victoria ....3,485|6 Cust. Sedan..3,960
2 Coupe .....3,485|7 Cust. Sedan..4,075
6 Brougham ..3,565|7 C. Sed. Lim..4,175

MOON—6-60. 110 W. B.
5 Phaeton .... 995|3 C. Roadster..1,195
5 Roadster ... 995|5 Spt. Brough..1,195
5 Coach .....1,045|5 4-dr. Sedan..1,245
DeL. Roadster.1,095|5 Roy. Sedan...1,295
Brougham ....1,145|

NASH—Light Six. 6-cyl. 108 W. B.
5 Touring .....865|5 Sedan 995
2 Coupe .....925|4-dr. De L. Sed.1,085
5 Sedan .....925|

NASH—6-cyl. Advanced. 121 W. B.
5 Touring .....1,3305 Sedan 1,525
4 Roadster ....1,475|5 Ambassador .2,090

NASH—6-cyl. Advanced. 127 W. B.
7 Touring ....1,490|5 4-dr. Coupe..1,990
4 Victoria ....1,790|7 Sedan 2,090

NASH—Special. 112½ W. B.
5 Touring ....1,135|4 Roadster 1,225
3 Coupe .....1,165|5 4-dr. Sedan..1,315
2-dr. Sedan..1,215|Cavalier 1,695

Recent price changes are in bold face.

OAKLAND—6-cyl. 113 W. B.
5 Touring ....1,025|4 Spt. Roadster.1,175
5 Spt. Phaeton.1,095|5 Sedan 1,195
5 Sedan .....1,095|5 Lan. Sedan..1,295
3 Lan. Coupe..1,125|

OLDSMOBILE—6-cyl. 110 13-16 W. B.
5 Touring .....875|5 Sedan 1,025
2 Coupe .....925|4 Sport Coupe..1,035
5 Coach .....950|5 De L. Coach.1,050
4 Roadster de L.975|5 De L. Sedan.1,125
5 De L. Touring.980|Landaulet 1,190
2 De L. Coupe..990|

OVERLAND WHIPPET—4-cyl. 100¼ W.B.
Touring .....625|Roadster 695
Coupe .....625|Sedan 725
Coach .....625|Laudaulet 755

PACKARD—6-cyl. 126 W. B.
5 Phaeton .....2,585|4 Coupe 2,685
5 Sedan .....2,585|4 Roadster 2,685

PACKARD—6-cyl. 133 W. B.
5 Club Sedan..2,725|7 Touring 2,785
Sedan .....2,785|7 Sedan Limo..2,885

PACKARD—8-cyl. 136 W. B.
Phaeton ....3,750|4 Coupe 4,650
Runabout ...3,850|5 Sedan 4,750

PACKARD—8-cyl. 143 W. B.
7 Touring .....3,950|7 Sedan 5,000
5 Club Sedan..4,890|7 Sedan Limo..5,100

PAIGE—6-45
5 Touring ....1,095|5 Sedan 1,195
2 Coupe .....1,095|4 C. Roadster..1,295
5 Brougham ..1,095|

PAIGE—6-65
5 Lan. Brough.1,395|4 Roadster 1,495
5 Sedan .....1,495|

PAIGE—6-75
7 Touring ....1,655|4 C. Roadster..1,995
5 Sedan .....1,695|4 Coupe 1,995
7 Sedan .....1,995|7 Limousine ...2,145

PAIGE—8-85
7 Touring ....2,295|4 Coupe 2,655
5 Sedan .....2,355|7 Sedan 2,655
4 C. Roadster..2,655|7 Limousine ...2,795

PEERLESS—6-cyl. "80." 116 W. B.
5 Touring ....1,395|4 Coupe Road..1,565
2-dr. Sedan..1,395|5 Sedan 1,595
4 Roadster ...1,495|5 De L. Sedan.1,795

PEERLESS—6-cyl. "90." 120 W. B.
3 Road Coupe.1,725|5 Spt. Sedan...1,895
5 Sedan .....1,895|5 Landaulet 1,995
4 Roadster 1,695

PEERLESS—6-cyl. "72" 126½ W. B.
5 Touring ....1,895|6 Sedan 2,395
5 Coupe 2,295

PEERLESS—8-cyl. "69" 133½ W. B.
5 Stand. Coupe.2,795|5 De L. Sedan..3,495
5 Stan. Sedan.2,995|7 De L. S. Sed.3,595
4 Roadster ....2,995|7 De L. Limou.3,795
7 Stan. Sedan..3,095|

PIERCE-ARROW—6-cyl. "80" 130 W. B.
2 Roadster ....2,895|7 4-dr. Coach..3,[illegible]
7 Phaeton .....2,895|Lim. Coach....3,450
5 Coach .....2,995|4 Coupe 3,695
4 Touring .....3,095|5 Sedan 3,895
2 Coupe .....3,190|7 Sedan 3,995
4-dr Coach...3,250|7 Enc. Lim.....4,045

PIERCE-ARROW—6-cyl. "36"
7 E. D. Lim..5,875|Coupe-Sedan ...6,375
7 Sedan .....5,875|4 Vest. Sedan..6,375
Runabout .....5,875|4 4-dr. Sedan..6,375
4 Touring .....5,875|4 Sed. Landau..6,600
7 Touring .....5,875|4 E. D. Land...6,600
7 E. D. Land.6,000|French Limo...7,500
7 Sed. Landau.6,000|French Landau.8,000
3 Coupe .....6,375|

PONTIAC—6-cyl. 110 W. B.
5 Sedan .....775|4 Spt. Cabriolet..835
2 Coupe .....775|5 Lan. Sedan.....895
4 Spt. Roadster..775|5 DeL. L. Sedan.975

REO—6-cyl. 121 W. B.
5 Brougham ..1,595|5 Sedan 1,845
2 Spt. Coupe..1,625|4 Victoria 1,845
4 Roadster ...1,685|

RICKENBACKER—6-70. 118½ W. B.
5 Sedan .....1,595|Brougham Vic..1,645

RICKENBACKER—8-80. 119½ W. B.
5 Sedan .....1,795|Brougham Vic..1,845

RICKENBACKER—8-90. 136 W. B.
5 Sedan .....[illegible]7 Berlin 2,795
5 Victoria ....2,645|5 Sedan 2,595
7 Sedan .....2,695|5 Victoria 3,595

ROAMER—Special 8-80. 126 W. B.
5 Sedan..... 1,985|2-4 Spt. Road.. 1,985
4 Club Sedan..1,985|2 Coupe..... 1,985

ROAMER—8-cyl. "88."
7 Touring.... 2,385|2 Speedster.... 2,885
5 Spt Touring. 2,525|7 Sedan..... 3,285
5 Brougham.. 2,785|5 DeL Sedan.. 3,285

ROAMER—6-cyl. "50."
2 Roadster... 1,395|5 Sedan..... 1,395
4 Spt Touring. 1,350|2 Spt Roadster 1,495
2 B. M. Coupe. 1,395|5 DeL Sedan.. 1,595

STAR—4-cyl. 103 W. B.
5 Touring..... 550|5 2-Dr. Coach . 675
2 Roadster..... 550|5 Sedan..... 765
4 Coupe..... 650|

STAR—6-cyl. 107 W. B.
5 Touring..... 725|Sedan..... 925
4 Coupe..... 795|5 Landau. Sedan 975
Coach..... 815|Sport Coupe.... 975
4 Spt. Roadster 885|

STEARNS-KNIGHT—6-85. 137 W. B.
Roadster..... 3,850|5 S. Sedan.... 4,350
Touring..... 3,850|7 S. Sedan.... 4,450
Cab. Roadster. 4,250|5 Limousine... 4,550
Coupe..... 4,250|7 Limousine... 4,650

STEARNS-KNIGHT—6-85. 137 W. B.
2 Roadster .. 3,250|7 Sedan 3,350
4 S. Tour.... 3,250|2 Cab. Roads'tr 3,550
4 Coupe..... 3,350|6 S. S. Lim... 3,550
5 Stan. Sedan. 3,350|5 C. S. Lim... 3,550
5 Cust. Sedan. 3,350|7 Sedan Lim.. 3,750

STUDEBAKER—Standard Six. 113 W. B.
3 Dup. Road.. 1,125|3 C. C. Coupe..1,260
5 Dup. Phaetn 1,145|4 Cust. Vict...1,325
5 Coach..... 1,195|5 Cust. Sedan..1,335
3 Spt. Road... 1,195|

STUDEBAKER—Special Six. 120 W. B.
5 Dup. Phaet. 1,445|5 Brougham... 1,695
5 Coach..... 1,445|

STUDEBAKER—Big Six. 120 W. B.
P-P. C. Coupe..1,445|4 Spt. Roadster.1,495
5 Spt. Phaetn.1,445|5 Cust. Broug..1,585
3 Dup. Road..1,495|Cust. Victoria..1,645

STUDEBAKER—Big Six. 127 W. B.
7 Dup. Phaet..1,875|7 Sedan 2,245
5 Coupe .....2,145|7 Berline 2,325
5 Brougham ..2,195|7 Pres. Limou..2,495
7 President ...2,245|

STUTZ—8-cyl. 131 W. B.
2 Speedster ...3,150|5 Vic. Coupe...3,175
4 Speedster ...3,160|5 Sedan 3,195
2 Coupe .....3,165|5 Brougham ...3,195

STUTZ—8-cyl. 145 W. B.
7 Sedan .....3,685|7 Limousine ...3,785

VELIE—6-50. 112 W. B.
4-dr. Sedan ...1,045|3 Coupe 1,645

VELIE—8-60. 118 W. B.
5 C. Phaeton .1,450|4 Cl. Roadster.1,495
5 New Sedan..1,450|5 Royal Sedan.1,785
3 Coupe .....1,450|5 De L. Sedan.2,050
5 Brougham ..1,425|

WHIPPET—6-cyl. 103½ W. B.
Touring .....765|Roadster 825
Coach .....795|Sedan 875
Coupe .....795|Landaulet 925

WILLS-STE. CLAIRE—T-6. 127 W. B.
4 Roadster ...2,700|7 Sedan 3,250
4 G. G. Trav.2,700|7 Enc. dr.Limo.3,350
5 St. Sedan ...3,150|4 Cab. Roadstr.3,350
5 Spec. Sedan.3,150|

WILLS-ST. CLAIRE—B-68 8-cyl. 127 WB.
Phaeton .....2,900|7 Sedan 3,200
5 Sedan .....3,100|

WILLS-ST. CLAIRE—C-68 8-cyl. 127 WB.
Roadster .....2,900|Sedan 3,200
G. G. Traveler.2,900|

WILLS-ST. CLAIRE—D-68 8-cyl. 127 WB.
5 G. G. Trav..3,000|7 Sedan 3,550
4 Roadster ...3,000|4 Cab. Roadstr.3,650
5 Std. Sedan .3,450|7 Enc. Dr. Lim.3,650
Special Sedan .3,450|5 Brougham ...4,050

WILLYS-KNIGHT—6-70. 113¼ W. B.
5 Touring ....1,295|Cab. Coupe ...1,395
2 Coupe .....1,295|5 Sedan 1,495
Roadster .....1,350|

WILLYS-KNIGHT—6-cyl. 126 W. B.
Touring .....1,750|Foursome 2,295
Roadster .....1,950|Sedan 2,295
Cab. Coupe ...2,295|

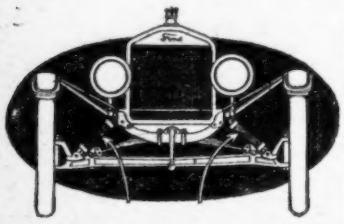
New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

THURO CHASSIS LUBRICANT

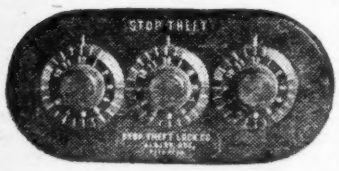
The Larkin Auto Parts Company, Dayton, O., has announced a new type of lubricant named Thuro, for chassis lubrication. This material, it is stated, is not a grease, but pure oil in solidified condition, the application of which results in the formation of a real oil film on the bearing surfaces. The lubricant is of such consistency as to make it suitable for use with a high-pressure lubricating system.

FORD CAR REBOUND CHECK



A body control and rebound check known as Even-Keel is manufactured by the Accurate Gear Company, Springfield, O. Installed in the manner here illustrated, it is designed to prevent whipping, reduce spring breakage, save steering-knuckle bolts and produce better riding. Even-Keels are compressed coil springs which are mountable without drilling or disconnection work, requiring no tool except a small wrench.

COMBINATION STOP-THEFT LOCK



A device which is wired into the ignition system of the car and works on the principle of the combinatioin lock is made by the Stop Theft Lock Company, Albany, Ore. It may be used, as above shown, on all except Ford cars. The Stop Theft lock is made with a Bosch coil, inclosed in a heavy metal housing, with terminal ends on all wires; the device taking the place of the old coil, it is stated that with the proper wiring operating of the electrical system is impossible except through the combination lock, so that the engine cannot be operated when the circuit is interrupted in the combination.

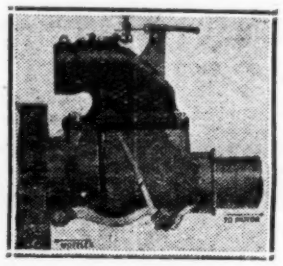
MIXTURE AGITATOR FOR FORD ENGINES

The Mechanical Specialty Company, 16 West 9th St., Bayonne, N. J., manufactures the Turbo vaporizer, designed to prepare the gasoline-air mixture for more efficient combustion in the cylinders of Ford engines. The Turbo consists, in principle, of two gaskets made with a stationary fan structure in the center; the device being mounted in the path of the mixture that is drawn into the cylinders, the blades impart a swirling motion to the mixture and help to give better vaporization.

BULLET-TYPE GUIDE TILT RAY HEADLIGHT

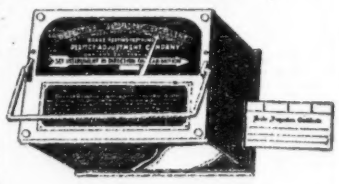
As an addition to its line of tilt-ray headlights, the Guide Motor Lamp Manufacturing Company, Cleveland, O., has announced a bullet-type lamp, which is designed with pleasing lines and fitted with a switch, a turn of which changes the beam from the upper long-range ray to the lower tilted effect by which the road surface is lighted for a shorter distance. The light is so designed as to permit its simple and quick installation on the more popular car makes.

CHANSON HEATER VALVE FOR BUICKS



Among the products of the Illinois Iron and Bolt Company, Carpentersville, Ill., is the Chanson valve for 1927 Master Buicks, designed for attaching to these cars the Chanson heater. It provides for a perfectly fitting seating on the muffler inlet, so that the exhaust is directed from this point upward through the cast iron pipe just ahead of the lower butterfly valve, being circulated through the heater unit. Operation of the butterfly closes the direct passage from the exhaust pipe to the muffler, and the Chanson heater tubing system is so designed as to give a minimum of exhaust back pressure.

P-A TESTER OF BRAKE EFFICIENCY



Reliable brakes are constantly becoming of greater importance because of ever-increasing traffic, and periodical tests of their braking equipment are of real interest to a great number of motorists. The Friedli model of Perfect Adjustment Brake Tester, manufactured by the P. A. Company, 1524 Broadway, Oakland, Cal., is said to give dependable results, and at the same time it is very simple in operation. The device is placed on the car floor in such a position that stopping will not throw it forward. The automobile is then driven on the level at any desired speed and stopped. An inspection card delivered by the tester gives the number of feet in which the car may be stopped when traveling at twenty miles per hour.

E. S. EVANS & CO. ENTER RUNNING BOARD FIELD

Chicago, Feb. 28.—E. S. Evans & Co. have entered the automobile running board field, having recently made initial shipment of Laminex Plywood running boards for automobiles. This is a new line for the company and can be advantageously handled in connection with its other business.

The running boards have proved satisfactory and the company announces additional orders have been received, amounting to some twenty carloads.

MACO COMPANY OPENS FACTORY IN LOS ANGELES

Los Angeles, Feb. 28.—The Maco Manufacturing Company, of Indianapolis, manufacturer of several automotive accessories and distributor on the Pacific Coast of the original Hubbard Vent-Eaves, has opened a branch factory in this city, according to an official announcement.

William MacLaren, president and general manager, is here superintending the opening of the plant.

TRIPLEX SAFETY GLASS OPENS CHICAGO OFFICE

Chicago, Feb. 28.—Opening of a Chicago branch of the Triplex Safety Glass Company of North America is announced today. J. Leimert has been appointed branch manager, with offices at 140 East 23d St. He is associated with the James Levy Motors Company.

BIG APCO SALES

Providence, R. I., Feb. 28.—The Apco Manufacturing Company, prominent maker of accessories here, reports the largest January sales in its history, and sales to February 20 as 25 per cent. ahead of its best previous February, which was last year.

Service Stations on Coast May Take on Accessories

Sacramento, Cal., Feb. 28.—A campaign to induce its members to handle automobile accessories and equipment so as to offset the decline in the sales per station of gasoline and oil, has been launched, following a recent meeting of the Independent Service Station Owners' Association, Sacramento division.

The sale of gasoline has increased at the rate of only 18 per cent. annually, while the growth of new service stations has increased 160 per cent. This fact, it was pointed out, made it imperative that service station owners seek additional revenue from more lines.

Where, in 1925, California service stations had visits from 264 automobiles per day, on an average, in May, 1926, only 116 cars visited them, as the trade had to be divided among more stations.

The campaign is being conducted through the Automotive Equipment Association. L. S. Upson of this city, who was recently reelected a vice-president of the association to represent this section of the state, was one of the principal speakers at the service station men's meeting.

A. B. Morris, state secretary of the service station associatfon, also addressed the membership. About fifty attended the meeting, which was presided over by President Carl Lamus.

LESS EXPENSE—
MORE PROFIT

IF YOU could reduce your "Trade-ins" by half and maintain the same gross profit, your *net* would be larger, wouldn't it? Other dealers are doing this with the Locomobile franchise. So can you. Write for open territory and franchise terms on the most complete line of quality cars in the market.

LOCOMOBILE MODELS

"8-66"	"8-80"	"90"	"48," Series 10
$1785-$1895	$2850 and up	$5900-$7500	$7400-$12000

Prices f.o.b. Bridgeport

LOCOMOBILE COMPANY OF AMERICA, Inc.
BRIDGEPORT, CONNECTICUT

Locomobile

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
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Circulation—Net paid average 10,000 daily guaranteed.
A. B. C. Membership applied for.

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

TUESDAY, MARCH 1, 1927

Advertising Headquarters—1926 Broadway, New York, N. Y. **Telephone Trafalgar 4500**
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Alienating Export Markets

IN a recent letter from the correspondent in Capetown, South Africa, of the Automotive Daily News, he calls attention to a development in that field which is likely to have a serious effect on our export development there.

According to our correspondent, South Africa has bought American cars in preference to those of the home country, largely because our high-powered engines and generous road clearance were better suited to conditions down there. The matter of price has been secondary. Within the past few years British manufacturers have realized this and have been making attempts to meet South African demands in the matter of power and clearance. We still have the price difference in our favor, even if the British makers meet all the demands in design.

But recently some American manufacturers have made the mistake of changing their policies with regard to the marketing of cars in South Africa. They have been trying to force dealers to take cars in quantities out of proportion to the market and to sell them on what the South African business man looks upon as too short a margin. There has also been interference with the local distributor's business and an arbitrary transfer of dealer franchises, which the South African merchant looks upon with strong disfavor. The local automotive merchant deems it his right to have a stable contract, which will enable him to enlist capital and build up good-will. Business relations should not be terminable except for good and sufficient reasons, with the dealers assured that even in that event his successor would take over car and parts stocks. Departure from this practice is arousing resentment among South African motor car merchants and may cost us heavily in this important export field.

The Automotive Daily News has pointed out on frequent occasions that to capture and hold the export trade we must meet the demands of the market to which we are catering. This applies not only to the construction and design of our products, but to our methods of doing business. If we insist on offending the deep-rooted sensibilities of the merchants who should be pushing our wares, we are going to suffer for our failure to study the market and meet all its demands.

Chevrolet's Truck Development

ONE of the outstanding achievements of the past year has been registered by the Chevrolet organization in the development of its truck production. In 1925 this company built 48,299 truck units. In 1926 the total output of commercial Chevrolets was 112,499. This represents a gain of 132 per cent. during twelve months of operation.

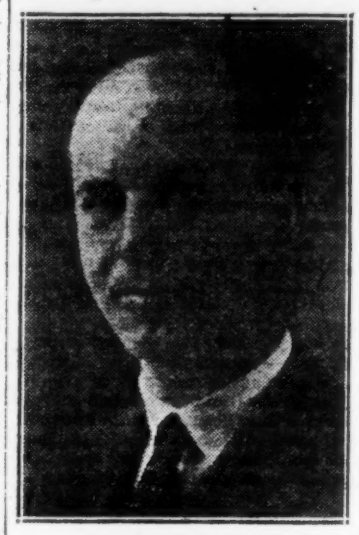
Such an achievement is extremely satisfying to the company which registers it, but, viewed in the broader way it is a phenomenon of the greatest significance to the whole industry which gives us our commercial motor vehicles.

To make such an achievement as Chevrolet's possible, there must have been a tremendous growth in the national understanding of the value of commercial motor transportation. Concretely put, this means that the American business man at last understands that his commercial operations need motorization for efficiency exactly as he has already motorized his personal transportation. Now that this realization has permeated, we may look for the most remarkable developments in the production and use of commercial motor vehicles. The truck industry today stands on the verge of the greatest era of progress that it has ever known, and this remarkable Chevrolet production record is one of the straws in the wind which indicate what we may expect.

MIRRORS OF MOTORDOM

CHARLES OPPE, treasurer and general manager of the G. & O. Manufacturing Company, was brought up on the sidewalks of New York, and as is a common pratcice among big city lads, he began work at the age of 16. He did not let this interfere with his education, and his start in life really began when he decided to quit the corner gang and go to night school.

WHEN answering the question, "Was there any turning point, any particular incident, which led you to embark on the career which you have made?"



CHARLES OPPE

Charles Oppe's reply was: "My turning point was my decision to quit the corner gang and go to Cooper Union night school for an engineering course."

Charles Oppe, who is now treasurer and general manager of the G. & O. Manufacturing Company, was born August 24, 1885, and his birthplace was New York city and the borough of Manhattan.

The New York city schools, including grammar and high schools, gave him his elementary schooling, and Cooper Union of the same city his technical training.

"Good business associates," he says, "and grabbing lucky breaks," contributed most to his business success.

His industrial start was made at the age of 16 when in 1901 he became an apprentice at the Kenny Electrical Manufacturing Company.

Mr. Oppe continued with this concern until 1906, at which time he was assistant to the manager of the work of installing electric elevators.

In 1906 he started with the Mayo Radiator Company, working in turn as inspector, engineer, factory manager and assistant treasurer, continuing with this company until 1915.

Since 1915 he has been treasurer and general manager of the G. & O. Manufacturing Company.

Charles Oppe's career supplies an example of what the young city boy may accomplish who decides to quit the corner gang and go to night school.

The gang usually bodes no good, but the night school leads up to success.

Calendar of Coming Events

FEBRUARY

26-Mar. 5—**Albany, N. Y.** Empire State Automobile Merchants' Association, automobile show, State Armory.
26-Mar. 6—**Los Angeles, Cal.** Los Angeles Motor Car Dealers' Association, Fourteenth Annual Automobile Show.
28-Mar. 5—**Springfield, Mass.** Springfield Automotive Dealers' Association, Twelfth Annual Automobile Show, Auditorium. H. W. Stacy, manager.
28-Mar. 5—**Allentown, Pa.** Lehigh Auto Trade Association, automobile show.
28—**Cambridge, Md.** Automotive Equipmnet Association, meeting.

MARCH

1—**Ft. Smith, Ark.** Automotive Equipment Association, meeting.
1—**Salisbury, Md.** Automotive Equipment Association, meeting.
1- 8—**Quebec, Canada.** Automobile show, Drill Hall.
2—**Baltimore, Md.** Automotive Equipment Association, merchandising meeting.
2—**Easton, Md.** Automotive Equipment Association, meeting.
2- 5—**Sioux Falls, S. D.** Sioux Falls Automobile Trade Association, automobile show.
2- 8—**Uniontown, Pa.** Uniontown Automotive Association, automobile show, Capitol Building.
3—**Frederick, Md.** Automotive Equipment Association, meeting.
3—**Sioux Falls, S. D.** Automotive Equipment Association, meeting.
3—**Hagerstown, Md.** Automotive Equipment Association, meeting.
4-13—**Geneva, Switzerland.** Automobile show, Palais des Expositions.
5—**Red Bank, N. J.** Monmouth County Automobile Dealers' Association, automobile show.
5—**Washington, D. C.** Automotive Equipment Association, meeting.
5-12—**Boston, Mass.** Boston Automobile Dealers' Association, Twenty-fifth Annual Automobile Show, Mechanics Building. Chester L. Campbell, manager.
7—**Bethlehem, Pa.** Automotive Equipment Association, meeting.
7—**Evansville, Ind.** Automotive Equipment Association, meeting.
8—**Mt. Vernon, Ill.** Automotive Equipment Association, meeting.
9—**Paducah, Ky.** Automotive Equipment Association, meeting.
10—**Long Branch, N. J.** Automotive Equipment Association, meeting.
10—**Owensboro, Ky.** Automotive Equipment Association, meeting.
11—**Huntingdon, Pa.** Automotive Equipment Association, meeting.
11—**Princeton, Ind.** Automotive Equipment Association, meeting.
12—**Hot Springs, Ark.** Automotive Equipment Association, meeting.
14-15—**Asheville, N. C.** North Carolina Automotive Trades Association, convention.
15—**Danville, Ill.** Automotive Equipment Association, meeting.
15—**Washington, D. C.** Automotive Equipment Association, meeting.
17—**Clearfield, Pa.** Automotive Equipment Association, meeting.
18—**Bellefonte, Pa.** Automotive Equipment Association, meeting.
21—**Akron, O.** Automotive Equipment Association, meeting.
23-24—**Saginaw, Mich.** Saginaw Automobile Dealers' Association, automobile show, Auditorium.
24—**Gettysburg, Pa.** Automotive Equipment Association, meeting.
24-27—**Bangor, Me.** Bangor Automobile Dealers' Association, automobile show. E. J. Conquest, manager.
25—**Columbus, O.** Automotive Equipment Association, meeting.
25—**Lebanon, Pa.** Automotive Equipment Association, meeting.

APRIL

1—**Denver, Col.** Automotive Equipment Association, meeting.
4—**Colorado Springs, Col.** Automotive Equipment Association, meeting
4- 8—**Rocky Mount, N. C.** Automobile show.
6—**Trinidad, Col.** Automotive Equipment Association, meeting.
7—**Long Branch, N. J.** Automotive Equipment Association, meeting
8—**Pueblo, Col.** Automotive Equipment Association, meeting.
10—**Los Angeles, Cal.** American Automobile Association Race.
13—**Ft. Collins, Col.** Automotive Equipment Association, meeting.
14—**Hastings, Neb.** Automotive Equipment Association, meeting.
15—**Cheyenne, Wyo.** Automotive Equipment Association, meeting.
18—**Sterling, Col.** Automotive Equipment Association, meeting.
20—**Scottsbluff, Neb.** Automotive Equipment Association, meeting
21—**Fresno, Cal.** American Automobile Association Race.
22—**Casper, Wyo.** Automotive Equipment Association, meeting.
30—**Atlantic City, N. J.** American Automobile Association Race

MAY

6- 7—**Canton, O.** Automotive Equipment Association, meeting.
9—**Charlotte, N. C.** American Automobile Association Race.
25-28—**French Lick Springs, Ind.** Society of Engineers, semi-annual technical meeting.
30—**Indianapolis, Ind.** American Automobile Association Race.

SMALLER TIRE MAKERS WAITING

Many Plants Idle Till Big Firms Quote Spring Prices

By REX McCONNELL
A. D. N. Correspondent

Canton, O., Feb. 28.—A score or more of the smaller tire manufacturing companies in the Canton and eastern Ohio area have been holding off starting operations until price lists were forthcoming which would govern spring business.

In the event no cut is made in tires by the major companies the many smaller plants in this area plan to resume operations soon after March 1, it was learned last week.

MILESTONE COMPANY

East Liverpool, O., Feb. 28.—Two good months have been experienced by the Milestone Rubber Company, with headquarters here. This firm's policy is selling moderate-priced tires by mail, and serves as an outlet for a certain grade of tires for the Cord Tire Corporation, with factories at Chester, W. Va. Executives of the company report a very good volume of business for January and February, with good prospects for 1927.

McKEON CO. CLOSED

Millersburg, O., Feb. 28.—The McKeon Tire and Rubber Company, one of the largest of the smaller rubber manufacturing concerns in this district, has been shut down and from all indications will continue inactive until the larger rubber factories make known their price decisions for spring. Warehouses of the company, it is said, are well filled with stocks of most all sizes made by this company, and this stock on hand must be disposed of before operations are resumed.

MANSFIELD TO START

Ashland, O., Feb. 28.—The plant of the Mansfield Rubber Company here plans to resume operations soon, according to announcement the past week. This concern reports business at this time far from normal and that operations should start soon after March 1. The company reports some orders on hand.

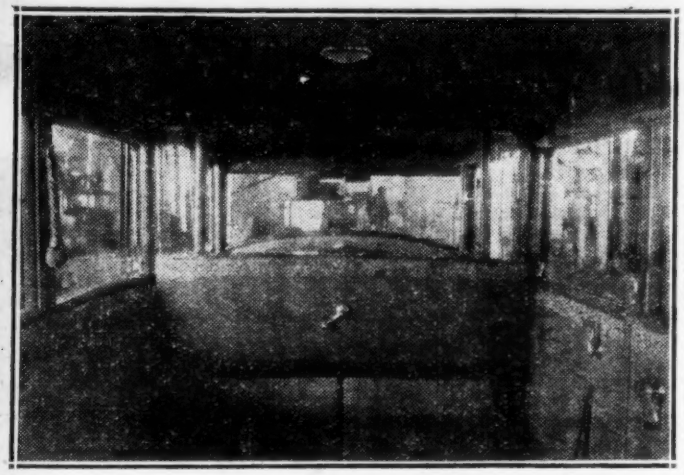
CORD TIRE OPERATES

Chester, W. Va., Feb. 28.—Factories of the Cord Tire Corporation, maker of Superior Cords, are running normal for this season of the year, officials reported. This concern expects to increase its production within the next two weeks. Demand for products of the company show a substantial gain over a year ago, officials said.

OPENS TIRE STORE

Canton, O., Feb. 28.—The Garver Tire Service, Inc., has opened a service and tire store at 2117 West Tuscarawas St. H. F. Garver is proprietor. The station is of the drive-in type. Firestone tires will be merchandized and a repair and service department will be maintained. All the newest type of equipment has been installed, Mr. Garver said.

THE PRESIDENT, STUDEBAKER'S Big Six seven-passenger sedan, is now available with the option of a glass limousine partition between front and rear compartments, as well as three-color option. The partition is shown below.



Fine Display at Los Angeles Show

(Continued from Page One)

world's most discriminating automobile market, and for this reason many manufacturers have held off their latest designs until the Los Angeles show opened," Mr. Gartzmann declared.

"Last year's attendance at the show totaled 80,000," stated Burt Roberts, manager of the show. "We expect a 25 per cent. increase this year and have made provisions to care for 100,000 visitors."

HIGHWAY CONGRESS TO STUDY BRAZIL'S ROADS

Washington, Feb. 28. — The Fourth National Highway Congress, which met recently in Rio de Janeiro, was divided into seven major sections for the study of practically all highway transportation matters, according to a report to the automotive division of the Department of Commerce.

"The Highway Congress has done good work and aroused considerable interest throughout the country," the report states, adding that the road fund law, increasing the import duties on gasoline and all automotive products, was published officially on January 8 and becomes effective ninety days from that date.

Exports of Cars And Trucks Gain

(Continued from Page One)

7.7 per cent., in trucks, the total increase being ouly 2.8 per cent.

"When the factor of the French and Italian currency depreciation is taken into consideration, as well as the preferential tariffs accorded British products in such large markets as Australia, New Zealand, and South Africa," says P. R. Mattix of the automotive division, "it would appear that the exporters of motor vehicles from the United States have obtained a satisfactory percentage of the world motor car sales during the first half of 1926.

"In view of these figures and the existing conditions, it is not believed that the percentage figures of increased shipments by our overseas competitors should be viewed as indicative of any alarming situation. However, it is suggested that American exporters study the methods employed by their foreign competitors to gain a stronger position in export markets."

PERMISSION GRANTED FOR DETROIT FLYING FIELD

Detroit, Feb. 28.—Permission by the Common Council has been granted to the 107th Observation Squadron of the Michigan National Guard to utilize the northwest portion of the River Rouge Park as a temporary flying field.

The Department of Parks and Boulevards has been instructed to erect a suitable hangar for temporary use.

EXPECT PASSAGE OF N. J. GASOLINE TAX MEASURE

Trenton, N. J., Feb. 28.—It is believed that the gasoline bill before both houses of the state Legislature will become a law despite the opposition to it.

The revenue from the proposed law would be used to finance about half of the $140,000,000 road building program; the other half to be raised by a bond issue.

Motor license fees for passenger cars, it is reported, would be reduced to $5 on all machines.

DATES ANNOUNCED FOR NORTH HUDSON SHOW

North Bergen, N. J., Feb. 28. The sixth annual automobile show at Columbia Park, which will be held from March 21 to 26, will be broadcast over Station WMCA, according to Show Manager Frank Galland.

The show is held annually under the auspices of the North Hudson Automobile Dealers' Association. William Hufnagel is chairman of the show committee, assisted by Walter Eischler, Edward Henry, Roy Hall and A. Gambino.

THE HOTEL EMPIRE
BROADWAY AT SIXTY-THIRD STREET, NEW YORK CITY

A NEW fourteen story fireproof structure containing every modern convenience and "Servidor" Service.

Capacity 1,034

The location is unique: subway, elevated, street cars, busses, all at door.

RATES
Room, private toilet $2.50
Single Room with bath 3.50
Double Room with bath 5.00

M. P. Murtha, Gen. Mgr. Ample Parking Space

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1927 High	Previous, 1927 Low	Previous, 1927 Div.		Sales	High	Low	Close	Net Change
15¾	9½	....	Advance Rumely	900	13¼	12¾	12¾	— ¼
41	30¼	....	do pf	1,300	37	35¼	35½	— 2½
12⅝	9	....	Ajax Rubber	35,600	11⅞	10⅞	11⅝	+ ⅞
95¼	88	6	Allis-Chalmers	12,600	95¼	92½	94	— 1
17½	13	....	Am. Bosch Magneto	4,600	17⅜	15¾	17¼	+ 1⅝
29⅝	25¼	2	Am. Chain, A	6,200	29⅝	29¼	29⅝	+ ¼
10	7¾	1	Am.-La France	4,200	8⅜	8¼	8½	+ ⅜
36⅝	28⅜	3	Briggs Mfg. Co.	69,900	36⅝	33⅝	34⅛	+ ⅛
11	8⅛	....	Chandler Motor ctfs.	3,700	10⅞	9⅛	10⅞	+ 1⅛
34⅛	21⅛	2.50	do pf	3,800	23	21½	23	+ 1
137	120½	5	Chicago Pneu. Tool	2,900	136¾	134	136¾	+ 1½
43⅛	38⅛	3	Chrysler Corp.	60,400	42¾	41	42½	+ ¾
105	103	8	do pf	700	105	104⅝	105	+ ⅜
13¾	11⅜	.80	Continental Motors	12,900	12¼	11¾	12	+ ⅛
27½	23⅛	....	Dodge Bros. A	35,000	26½	25	25⅝	+ ½
85	81½	7	Dodge Bros. pf	1,800	84½	83	83½	+ ¼
27⅝	24½	2	Eaton Axle & Spring	14,000	27⅝	24¾	26⅝	+ 1⅜
74½	63½	6.50	Electric Auto-Lite	8,800	74½	72	74	+ 1½
79½	72½	6	Electric Stor. Battery	2,300	76⅝	75⅛	76	+ 1
30⅞	26½	1.80	Federal Motors	14,700	29⅜	28⅛	28⅞	+ ⅞
14	12⅛	.64	Fifth Ave. Bus	100	14	14	14	+ 1
18¼	16	....	Fisk Rubber	50,000	18¼	16¾	18⅛	+ ⅞
86½	81	7	do 1st pf	500	85	85	85	— ⅛
32	29⅛	3.50	Gabriel Snubber	1,200	31⅜	31	31¼	+ ¼
7⅝	6½	....	Gardner Motor	1,400	7½	7⅛	7½	+ ¼
163½	146½	12	General Motors	409,800	163½	154	163	+ 7⅝
105	104⅝	6	do pf	200	105	105	105	+ ⅝
122	120	7	do pf	2,400	120¼	120	120¼	— ¼
21⅝	18½	2	Glidden Co.	3,100	20¼	19½	19⅞	— ⅜
55⅝	42¾	4	Goodrich Co.	10,500	55⅝	51⅞	54¼	+ 1⅝
101½	98¼	7	Goodyear T. & R.	1,900	101½	100¼	101½	+ ⅝
107½	105	8	do pr pf	200	107½	107	107	— ¼
22¾	15½	....	Hayes Wheel	9,300	22¾	16½	22	+ 5⅛
66⅝	48¼	3.50	Hudson Motor Car	127,400	66⅝	61⅞	65⅛	+ 3
23⅝	21	1.40	Hupp Motor Car	13,100	22⅞	21⅝	22¾	+ 1⅛
14	11¼	1	Intercon. Rubber	8,089	14	12⅝	14	+ 1⅜
22½	17⅞	....	Jordan Motor Car	2,200	19	17⅞	18⅛	— ⅞
11½	9½	....	Kelly-Springfield	6,400	10¾	10	10⅛	+ ⅛
45	35	2	do 8s pf	500	45	43	43	+ 1½
85	77	6	Kelsey Wheel	100	78	78	78	+ 1
¾	½	....	Keystone T. & R.	1,000	⅝	½	½	— ⅛
7⅞	7	....	Lee Rubber & Tire	2,100	7½	7⅛	7½	+ ¼
103½	88¼	9	Mack Trucks	88,100	103½	98¼	103¼	+ 6¼
104½	102	7	do 2d pf	200	104½	104¼	104½	+ ½
38	27	2.50	Marlin Rockwell	3,900	37¾	35⅛	36	+ ¾
24¾	20⅝	2	Martin Parry	4,100	24¾	22½	23¾	+ 2
36⅝	31⅝	2	Miller Rubber	800	35	33	33	— 2⅝
12½	8¾	....	Moon Motors	1,500	9⅞	9⅛	9⅞	+ ⅞
37⅛	33⅛	3.60	Moto Meter A	1,500	36	34⅞	35¾	+ 1
24⅝	20¾	2	Motor Wheel Corp.	1,600	22¼	22	22¼	+ ¼
12½	10	....	Mullins Body	1,300	12½	11½	11½	— ½
43	30⅝	....	Murray Body	48,900	43	36	38⅞	+ 1⅞
73½	63	4	Nash Motors	30,500	66⅞	65⅛	66½	+ 1
6⅝	4	....	Norwalk T. & R.	8,800	5¼	4½	5¼	+ ⅝
14⅝	12	....	Omnibus Corp.	3,900	13⅞	13⅛	13⅝	+ ⅛
36⅝	34	2.90	Packard Motor Car	11,800	35¼	34⅜	34⅞	+ ½
11⅛	9⅞	....	Paige-Detroit Motor	1,200	10⅞	10½	10⅝	+ ⅝
32	26⅞	....	Peerless Motor Car	700	29¼	28⅝	29	+ ½
22⅞	18⅛	....	Pierce-Arrow	14,100	22⅛	20	21¾	+ 1¾
102½	85	8	do pf	2,600	93	90	92	+ 2
4¾	4	....	Reynolds Spring	3900	4⅛	4	4⅛	....
26¼	20½	....	Spicer Mfg. Co.	20,200	26¼	24½	26½	+ 1⅜
67¾	62½	6	Stewart-Warner Speed.	3,200	64⅝	63½	64¾	+ ⅞
51	47⅞	6	Stromberg Carburetor	700	50	49	49⅞	— ⅞
56½	50½	5	Studebaker Co.	135,400	52⅞	50½	52½	+ 1½
95¾	78	5	Timken Roller Bear.	48,800	93½	90¼	91½	+ ¼
66	56¾	....	U. S. Rubber	65,900	66	61½	65⅝	+ 3⅞
110½	107¼	8	do 1st pf	1,800	110½	109½	110½	+ ⅞
57½	52¾	4	White Motors	22,000	57½	55⅛	57⅝	+ 2
21	19½	....	Willys-Overland	133,800	24	21⅝	23½	+ 1⅝
95	80¾	7	do pf	400	91½	91	91	+ 1
76	70¼	5	Yale and Towne	600	75	74½	74⅞	+ ⅝
29⅞	25	....	Yellow Truck & Coach	45,500	27¾	26⅞	27½	+ 1
99	94	7	do pf	600	96	94½	95⅛	+ ⅝

NEW YORK CURB MARKET

Sales		High	Low	Last	Net ch'ge.
725	Aub Auto	99	95	99	+ 4
1000	B A & Br	16½	14	16½	+ 3⅛
800	C G S & B n	10⅝	10⅜	10⅜	+ ⅛
1500	Doe D Ctg.	22	21	21	— ⅝
21000	Duf Mot	8¾	7⅝	7¾	— 1
1600	Fageol Mot.	3½	3⅛	3⅛	— ⅜
650	F T R 7% pf	99½	99	99½	
20	Firest Tire	124¾	122	124¾	+ 4¾
1400	Fiat deb rts	2⅛	1¾	2⅛	
220	Ford Mo Cn.	490	478	478	+ 9
8900	Good T & R	33½	30⅛	33⅛	+ 3⅛
200	Hood Rub	43⅝	43½	43⅝	— 2⅝
2800	John Man wi	63	61	61⅛	+ ⅛
300	do pf w i	115½	115½	115½	+ ¼
1800	Mar Mo Car	58	56⅝	56⅝	— ⅜
4200	Reo Mo Car	21⅝	21⅛	21⅜	— ⅜
400	Rep MT ctf.	4⅝	4⅝	4⅝	— ⅛
20100	Rick Motor	1⅛	.64	.64	— .36
2200	Stutz M C A	19⅞	19	19	— ⅛
1800	Timk D Axl.	12½	12¼	12½	+ ⅛
3400	U S L & H n	47	44	47	+ 3½
300	do pf	8⅛	8	8	— ¼
500	Y-T C N Y.	31	31	31	+ ¼

(The above table shows last week's automotive stock movements, complete.)

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